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Domestic Tourism in Large cities/towns

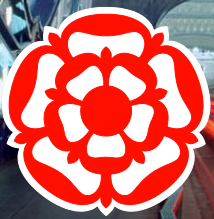
Town trips

This report focuses on domestic overnight trips to large cities/ towns in England in 2014.

Value to Domestic Tourism in England

In 2014, there were 40.03 million trips to large cities/towns in England, 43% of the total, with spend at £7.8 billion (43% of all spending on domestic overnight trips). There were also 587 million tourism day trips involving a trip to a town or city – or 44% of the total – with associated spending of £24.8 billion (55% of all spending on day visits).

	Total England	Large cities/ towns	Large cities/towns (as % of total)
Domestic Overnight Trips			
Trips (millions)	92.61	40.03	43%
Spend (£ millions)	18,085	7,778	43%
Day Visits			
Trips (millions)	1,345	587	44%
Spend (£ millions)	45,101	24,797	55%



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Trip Type

Overnight Travel

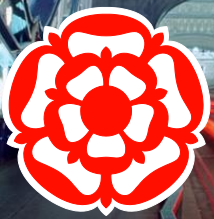
Visits to friends and relatives (VFR) trips are the highest volume trip purpose for large cities/town trips, accounting for 42% of trips taken – this compares to 39% for England as a whole. Business trips are also relatively more important in urban areas, accounting for 23% of the total (15% across all destination types).

	Total England	% of trips taken by all trip takers	Large cities/towns	% of Large cities/towns trips
All Overnight Trips (millions)	92.61	100%	40.03	100%
All Holidays	40.74	44%	12.49	31%
1-3 night holidays	26.47	29%	10.04	25%
4+ night holidays	14.27	15%	2.44	6%
Visiting Friends and Relatives	35.91	39%	16.92	42%
Business Travel	13.55	15%	9.27	23%

Day Trips

Day trips to large cities/towns are more likely than average to include a night out and going out for entertainment but, unsurprisingly, are less likely to include outdoor activities.

	Total England	% of trips taken by all trip takers	Large cities/towns trips	% of Large cities/towns trips
All Day Trips, millions (selected activities)	1,345	100%	587	100%
Visiting friends or family	313	23%	118	20%
Going out for a meal	131	10%	56	10%
Going on a night out	113	8%	61	10%
Undertaking outdoor activities	100	7%	21	3%
General day out	109	8%	34	6%
Going out for entertainment	84	6%	58	10%



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Holidays to large cities/towns

Domestic holidays to large cities and towns in England tend to be shorter trips than the average trip length, at 2.32 nights, compared to 3.37 nights across all English trips.

Spend on these trips is slightly lower than the average (£243 vs £247) but spend per day is significantly higher (£106 vs £73).

Domestic Holidays	Total England	Large cities/towns trips
Average spend per trip	£247	£243
Average spend per night	£73	£106
Average trip length (nights)	3.37	2.32

London accounts for the largest share of trips to large towns and cities (24% vs 8% for all England trips). Urban tourism is relatively more important to the North West, West Midlands and North East than to other parts of the country.

These trips are more likely to involve public transport usage than the average (30% vs 16%), and tend to be booked slightly more last minute than all England trips. They are also more likely to be booked online (63% vs 54%). Visitors to large cities/towns also tend to be slightly younger and slightly more affluent than the average, and are less likely to live in households with children.

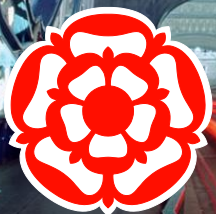
They are more likely to involve historical/cultural activities and visitor attractions. They are less likely to involve outdoor activities or, perhaps unsurprisingly, a trip to the beach.

	% of trips taken by all trip takers	% of large cities/towns trips
Region visited		
West Midlands	7%	10%
East of England	9%	5%
East Midlands	7%	4%
London	8%	24%
North West	17%	18%
North East	4%	5%
South East	15%	13%
South West	23%	11%
Yorkshire & the Humber	12%	14%



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Cont.	% of trips taken by all trip takers	% of large cities/towns trips
Transport used		
Public transport	16%	30%
Car	79%	67%
When booked		
More than six months before trip	7%	4%
Between 2 and 6 months before trip	26%	24%
About a month before trip	12%	14%
2-3 weeks before trip	13%	16%
In the week before trip	13%	17%
Same day / after setting off on trip	1%	1%
How booked		
Booked online	54%	63%
<i>On a laptop or desktop PC</i>	40%	48%
<i>On a smartphone</i>	3%	3%
<i>On a tablet</i>	8%	10%
Activities undertaken		
History & heritage	23%	27%
Arts, culture & entertainment	15%	25%
Visitor Attractions	33%	34%
Parks and Gardens	14%	11%
Events, festivals and exhibitions	11%	13%
Outdoor activities (including long walks)	27%	13%
Outdoor activities (excluding long walks)	14%	6%
Visited beach	20%	5%
Special shopping	7%	9%
Live sport	3%	5%
Special personal event	3%	4%
Age groups		
16-34	23%	26%
35-54	42%	42%
55+	35%	31%



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Cont.	% of trips taken by all trip takers	% of trips taken in large cities/towns
Social grade		
AB	39%	42%
C1	28%	30%
C2	19%	15%
DE	13%	12%
Children in household	36%	32%

Trends

Although domestic holidays as a whole declined after the peak volumes in 2009, urban trips continuing to grow, outperforming the market between 2011 and 2013. Despite a decline in 2014, volumes remain well ahead of pre-recession volumes.

Number of domestic holidays Millions	Total England	Large cities/town trips
2008	39.75	11.00
2009	47.01	12.78
2010	43.54	12.16
2011	46.16	13.14
2012	45.99	14.20
2013	44.93	13.98
2014	40.74	12.49
Annual average growth 2008-2014	1%	3%